

BOX ELDER COUNTY TOURISM PROFILE

| County Indicator | 2008 | 2009 | 2010 | % Change 2009-2010 | State Ranking |
|--|---------------|---------------|---------------|-----------------------|------------------|
| DEMOGRAPHIC | | | | | |
| Population | 48,712 | 49,421 | 49,975 | 1.1% | 8 |
| Total Non-Ag Employment | 20,411 | 18,352 | 17,105 | -6.8% | 8 |
| Non-Ag Avg Monthly Wage | \$3,581 | \$3,437 | \$3,432 | -0.1% | 5 |
| Per Capita Income | \$28,499 | \$29,085 | n/a | n/a | n/a |
| Unemployment Rate* | 4.2% | 7.8% | 8.7% | 11.5% | 8 |
| SPENDING & EMPLOYMENT | | | | | |
| Spending by Travelers** | \$67,326,881 | \$61,938,838 | \$62,080,012 | 0.2% | 15 |
| Travel & Tourism Related Employment | 1,331 | 1,195 | 1,167 | -2.3% | 15 |
| TOURISM TAX REVENUES | | | | | |
| Local Tax Revenues from Traveler Spending** | \$3,575,003 | \$3,245,927 | \$3,246,827 | 0.0% | 15 |
| Transient Room Tax | \$206,605 | \$219,983 | \$211,875 | -3.7% | 19 |
| Restaurant Tax | \$399,404 | \$369,782 | \$384,465 | 4.0% | 10 |
| Retail Sales | | | | | |
| Gross Taxable Retail Sales | \$570,270,250 | \$577,330,490 | \$617,432,256 | 6.9% | 9 |
| REGIONAL VISITATION COUNTS | | | | | |
| Brigham City Welcome Center | 85,058 | 86,530 | 89,372 | 3.3% | |
| Willard Bay S.P. | 159,424 | 304,441 | 340,645 | 11.9% | |
| Antelope Island S.P. | 256,901 | 273,510 | 285,390 | 4.3% | |
| Hyrum S.P. | 70,705 | 62,961 | 131,973 | 109.6% | |
| Golden Spike N.H.S. | 39,995 | 45,334 | 43,561 | -3.9% | |

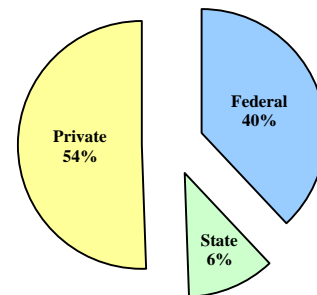
* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

| Land Ownership - 2010 | No. of Acres | % Total |
|-------------------------------|------------------|---------------|
| Total Acres in County | 3,539,897 | 100.0% |
| Federal Government | 1,432,486 | 40.5% |
| BLM | 1,083,188 | 30.6% |
| US Forest Service | 102,565 | 2.9% |
| National Park Service | 2,264 | 0.1% |
| National Wildlife Service | 38,878 | 1.1% |
| Other • | 205,591 | 5.8% |
| State Government | 431,427 | 12.2% |
| Utah State Parks & Recreation | -- | -- |
| Utah State Wildlife Reserves | 41,184 | 1.2% |
| State Trust Lands | 178,164 | 5.0% |
| Other •• | 212,079 | 6.0% |
| American Indian | -- | -- |
| Private* | 1,905,618 | 53.8% |

Land Ownership - 2010



• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Box Elder County Tourism Profile

